

Growing *in Lake* Park

*Village of Lake Park
Economic Development Commission
Meeting Minutes:
Thursday, March 17, 2016
Lake Park Community Center*

*Attendees: Kristen Bowman, Sandy Coughlin, Brett Medlin
Guests: Michael Calabrese, Shannon Dance, Brian Simpson
Absent: Doug Lucas, Sharon Williams*

Call to order & Prayer: Sandy called the meeting to order at 6:35 pm and offered a prayer.

Minutes, Announcements & Finance: February 18, 2015 meeting minutes were approved as emailed.

The EDC budget balance is \$2668.05 as of February 29.

Public Comment: None.

Agenda Change: Added orientation of new commissioners.

Council Comment: Council accepted the EDC recommendation March 8 and appointed Kristen Bowman to the unexpired term which ends December 31, 2016. The March *Lake Park Villager* is printed and copies now available. Date change is needed for June meeting due to conflict with Thursday swim meets.

Old Business: Village Development

- A. **Commercial Enhancements:** Sandy noted Gordo's Mexican Kitchen has their license to serve beer and wine.
- B. **Town Center Leasing Update:** Michael announced that a new cleaning company has been hired and will ensure that the building is locked at night. Brian suggested that lease rents are higher than outside areas where street traffic is heavier. Town Center building needs the absent owner to approve repairs and maintenance as building is becoming run down.
- C. **mylakeparknc.com commercial website:** James Smetana is coming to take photos of the businesses, churches and schools Monday March 28 at 8 am. Given short notice, Brett made the motion, Kristen seconded, that all 5 commissioners will phone the contacts at each organization. Passed 3-0. Sandy will prepare a notice this weekend and email to the commissioners (including absent Sharon and Doug, who are familiar with the routine of calling the leaders). They all will have the emailed notice to refer to when making their calls and Sandy will email the notice to all the organizations. Contacts made March 21 give the organizations a week before the photo day.
- D. **Promotions:** Due to time and budget limits, completion of the website and the Phase I signs complete the promotional activity in this fiscal year, ending June 30. Appreciation certificates are tabled to 2016-2017 fiscal year.
- E. **Commissioner Badges:** Brett was presented with his badge. Kristen's is on order. These are to be worn at any events, meetings or programs Commissioner's attend as representing the Village and the EDC. Chamber of Commerce has a young professionals group that might be

of interest to Brett and Kristen. Commissioners pay our own tickets, but we benefit from the member rate since the EDC pays for the Village membership.

- F. Decorative Directional Signs:** Council approved the EDC's practical recommendation to continue using the original kite family logo on the signs being refurbished or replaced in 2016 and 2017. The EDC paid Jason Reeves of AnlonDesign \$460 total for line drawing replicas of the Village seal. These now belong to Village. Sandy conveyed the decision to Ron Oxford, Banner Signs, who has the old logo and urged him to proceed.

New Business

- A. Commissioner Orientation:** Sandy gave Brett and Kristen a copy of the 2006 Council Resolution defining the purpose and responsibilities of the Economic Development Commission, and a copy of the directory of established businesses, schools and churches contacts. Kristen agreed to take responsibility for the contacts previously assigned to Chris Yeager. Brett agreed to take the remaining share previously assigned to Mark Phillips. The directory is the reference for making the Monday March 21 calls (see New Business, item C above).

Sandy reviewed several of the previous EDC projects beginning with introductory local networking workshop in 2006, several motivational and informative workshops geared to business owners and managers, a family fun day street event, the 2-year Lake Park keycard program, the 2008 village survey, Small Town Main Street application, Music & Food arrangements for 2015 yard sale days, the mylakepark.com website and the Town Center planters installation.

- B. June Date Change:** Kristen made the motion, Brett seconded, that the June meeting be rescheduled for June 28. Passed 3-0. Sandy will advise Cheri Clark, Village Administrator.

Communication: Email or phone news items to Sandy before April 15 *Villager* deadline. The issue can be on www.lakeparknc.gov by 4/17 and in homes by 4/26.

Next Meetings: Thursday, April 21, 2016 at Community Center/Town Hall.

Agenda Items: 1. Mylakeparknc.com
2. Signage Progress

Thursday, May 19, 2016 at Community Center/Town Hall.

Adjournment: 7:40 pm